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Mayorga Coffee Supports Local Program for Latino Youth

Rockville, MD—May 1, 2006—Mayorga Coffee Roasters, Inc., a specialty coffee roaster, wholesaler and retailer based in Rockville, Maryland, has recently joined forces with Identity, a nonprofit organization working with Latino Youth in Montgomery County. As a minority-owned and operated company, Mayorga chose to partner with Identity because its mission, “to empower [students] to reach their full potential and successfully transition into adulthood by providing them with knowledge, life skills, support and positive role models,” is so closely aligned with Mayorga values and the personal experiences of its founders.

“We are delighted to have found an organization that not only addresses these students’ basic needs, many of whom are new to the country, language, and culture here in the US, but that also provides them with a supportive, understanding community and a framework from which to explore their own strengths and opportunities here,” said company president Martin Mayorga. “As someone who moved here from Latin America during his teens, I can definitely understand the everyday struggles that these kids go through. Identity provides them with a venue that gives them guidance and positive peer interaction which will assist them to become productive, successful adults,” adds Mayorga.

Mayorga and Identity will launch their new partnership with a fundraiser, “A Taste of Latin America”, on May 17th at Mayorga Coffee Factory in Silver Spring. A celebration of Latin American culture through food and music will involve brief presentations by former Identity participants, a silent auction, and a selection of Latin American coffees. Proceeds will go directly to various Identity projects, including a new after-school peer tutoring program. With the attendance of a wide cross-section of local politicians and business owners, the event promises to be as fruitful as it will be enjoyable. “We are looking forward to building on the existing support that Identity has received,” said Martin. “This is an organization whose work deserves the attention of our entire community, and whose impact continues to increase with each passing year.”

The event is open to the public with a \$30 tax-deductible donation, which will include dinner, drinks, and entertainment. Free valet parking will be available to all attendees.

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For more information, please visit our website at www.mayorgacoffee.com

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